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NEWSPAPER

Automotive

APRIL 27, 1992

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$75/YEAR; $2/COPY

Yugo dealers left stranded

Sudden pullout exposes gaps in laws' protection

JIM HENRY
Staff Reporter

NEW YORK — Yugo America Inc. has left its dealers and owners stranded with its sudden withdrawal from the United States.

State and federal laws require defunct car retailers to honor warranties and oversee safety and emission recalls. But the laws assume that there will be someone around to carry out the company's obligations.

So far, at least, the only prospect Yugo has offered its dealers and customers is that it is "investigating the possibility of continuing to supply spare parts for Yugo vehicles in the United States." Yugo's parent company, Zavodi Crvena Zastava, hasn't said when, how, or if that will be done.

"The problem is, neither the federal nor the state statutes were written with the thought in mind that somebody might go out of business entirely," said Vernon Vig, a New York attorney who helped Daihatsu America Inc. research its legal obligations upon ending U.S. sales.

"There are a whole host of duties and obligations to various constituents — dealers, customers and government agencies — even if they're not as clear as they might be," he said. "But I don't know what happens in a case like Yugo. I think everybody's probably out of luck."

He said that rather than a single, uniform body of law, the biggest factors ruling a company's conduct when it withdraws from the United States are "common sense and good faith."

Yugo has little to lose in the United States.

see YUGO, 34

late news

Isuzu Rodeo, pickup price up

WHITTIER, Calif. — Following price hikes by other Japanese importers, American Isuzu Motors Inc. last week raised the prices on its pickup and Rodeo sport-utility last week.

Isuzu lifted the price on the four-cylinder base Rodeo by 2.2 percent to $13,199 from $12,919. The top-of-the-line V-6 Rodeo will now be $19,479, up 2.8 percent.

New prices of the 1992 pickups range from $8,599 to $16,299. Previously, the range was $8,349 to $15,879.

Isuzu did not raise prices on its passenger cars, which are only a small part of the company's volume. Prices for the Amigo sport-utility and the recently introduced Trooper were not changed.

— Kristine Stiven Breese

U.S. dealer guru departs Honda

American Honda Motor Co. lost its No. 1 dealer contact last week when Jim Cardiges, Honda Division senior vice president for auto sales, resigned.

Cardiges, who had been with Honda since 1977 and had been in the top field sales position since 1988, left "to pursue other business

see LATE NEWS, 2

10-day truck sales roll ➤ 4, 37

David Nelson

Macho Miata

Mazda designers, seeking to create a modern version of Carroll Shelby's V-8 sports car classic of the 1960s, have crafted this wide-bodied M2 1006 prototype based on the Miata. If approved, the 3.0-liter, V-6 powered sports car could see limited production for Japan by early 1994. See story on Page 31.

McNamara could lose C-P deal in GMAC mess

JIM HENRY
Staff Reporter

NEW YORK — Federal prosecutors could stake a claim to virtually everything Long Island dealer John M. McNamara owns, including his Chrysler dealership, if the government can show that McNamara used illegal proceeds from the gigantic General Motors Acceptance Corp. fraud case to run his other businesses.

Although McNamara's Station Chrysler-Plymouth-Jeep-Eagle dealership in Port Jefferson Station, N.Y., has not been named in fraud charges relating to his General Motors dealership, it could be in jeopardy. The Chrysler dealership was still open last Friday.

Without referring specifically to the McNamara case, an FBI spokesman said it is common in money-laundering cases for the government to go after assets tainted by illegally obtained funds.

GMAC already seized the assets of McNamara's other dealership, McNamara Buick-Pontiac in Port Jefferson Station, on April 3, after negotiations broke down over payments on McNamara's $436 million debt to GMAC.

McNamara: free on $300 million in bail.

A State Supreme Court judge later threw out the order authorizing the seizure, but GMAC is appealing that ruling.

Meanwhile, Station Chrysler-Plymouth is "running and healthy, and I plan to keep it that way for a long time," said General Manager Steve Brien.

For its part, Chrysler Financial Corp. has checked and double-checked McNamara's accounts with Chrysler, and found he's "up to date," said Bob Heath, a Chrysler Financial spokesman.

"We have done our homework

see GMAC, 34

Losh wins big as Smith speeds GM

JOSEPH BOHN
Staff Reporter

General Motors President Jack Smith has kicked the corporate reorganization into warp speed with the appointments last week of the captains of the new North American Operations structure.

Oldsmobile General Manager J. Michael Losh, 45, wins big. Losh gets a top position as group executive of a newly-created North American Vehicle Sales and Marketing operation. All the other marketing division general managers will report to him.

John Rock, 56, former general manager of GMC Truck, replaces Losh at Oldsmobile.

GM had planned to develop NAO at a deliberate pace this year. But since the GM board replaced Lloyd Reuss with Smith on April 6, that organization's shape has rapidly become clear:

- All North American sales and marketing from Mexico to Canada, except Saturn Corp., now report to one man, Losh.
- Car and truck development moves firmly into platform teams and away from the two virtually defunct super groups that were established in the 1984 reorganization. E. Michael Mutchler, 57, head of of the Chevrolet-Pontiac-Canada group, becomes group executive for car platforms.
- All the top executives now report to the president. GM public relations people sent out an organization chart last Friday with Smith at the top. Chairman Robert Stempel was not shown on the chart.

Stempel, Smith and William Hoglund, the new chief financial officer, addressed GM employees on a closed-circuit broadcast Friday morning to talk about the appointments.

The appointments came on a day when the national media were already shouting headlines about GM's product lines. *The Washington Post* reported Friday that the Jack Smith regime, as part of a "top-to-bottom assessment of all GM products," is looking at cutting some redundant car models, such as the Chevrolet Caprice, and consolidating GMC Truck into Chevrolet.

The newspaper did not suggest that such cuts were imminent.

During the telecast, Stempel said GM won't be eliminating any of its

see GM, 33

J. Michael Losh has the top position as group executive of a newly created North American Vehicle Sales and Marketing operation.

GM readies electric car for '94 debut

PHIL FRAME
Staff Reporter

General Motors' electric car will roll out of the assembly plant in early 1994 in time for spring selling season.

But the company is less sure about how many of the two-seaters the public will be willing to buy. GM has established widely varying production forecasts, calling for a 1996 production of as few as 4,600 electric cars or as many as 23,000, according to a report from an internal GM supplier.

GM also plans to introduce a right-hand-drive version for

see ELECTRIC, 34

IMPACT PRODUCTION FORECAST

Model year	Pessimistic LHD	Pessimistic RHD	Optimistic LHD	Optimistic RHD
1994	300	0	1,700	0
1995	2,900	200	14,700	900
1996	4,000	600	19,800	3,200
1997	3,400	600	17,200	2,800
1998	3,300	600	16,900	2,800

LHD — Left-hand drive, RHD — Right-hand drive

Automotive News

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Missouri Ford plant may take the Explorer for 1995. PAGE 4

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GM officials fault Japanese for protection in crashes. PAGE 6

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Mazda moves toward goal with new 626, MX-6. PAGE 6

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Rolls-Royce is now likely to remain with Vickers. PAGE 39

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66th year—No. 5443
Advertising Production Dept. (313) 446-6063
Circulation Department
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Outside Michigan.....1-800-678-9595
Classified Ad Department..... (313) 446-6065
Display Ad Department..... (313) 446-6030
Editorial & Business Offices . (313) 446-6000
AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in May at 1400 Woodbridge, Detroit, MI 48207-3187. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 965 E. Jefferson, Detroit, MI 48207.

correction

The April 20 index on Page 2 identified a photograph of the 1993 Mazda 626 as the Mazda MX-6.

HANS G. LEHMANN/HIDDEN IMAGE

Renault considers new Alpine

Renault is using its Laguna concept car from the 1990 Paris auto show as the basis for a new Alpine sports car, shown in this computer-enhanced spy photograph. Power comes from a 200-horsepower, 2.0-liter turbocharged four-cylinder mounted midship. A decision has not been made, but if Renault gives the thumbs up, a 1995 debut is anticipated.

latenews

CONTINUED
from PAGE 1

interests," according to a company spokesman.

Executive Vice President Takeo Okusa will assume Cardiges' responsibilities until a replacement is named, according to Honda.

— *Kristine Stiven Breese*

Ford to export vans to Israel

DEARBORN, Mich. — Ford Motor Co. will begin exporting the Aerostar minivan to Israel next January, the first time Ford's North American operations will ship to that country.

Ford spokeswoman Lin Cummins said she did not know how many minivans would be shipped. She said the company is determining if changes need to be made to the vehicle, primarily to deal with the heat.

Cummins said Ford may also export the Aerostar to Europe because the company does not have a presence there with a passenger-type van. "It's a market that we think looks promising," Cummins said.

Ford of Europe has exported vehicles to Israel.

Sperlich heads Masco unit

Wayfaring Harold Sperlich has found yet another home at age 62.

The former Ford Motor Co., Chrysler Corp. and home-building executive has landed at Masco Industries Inc., where he's top-banana of Creative Industries Group in Taylor, Mich.

While he's not working full-time, the dynamic product whiz is executive in charge of Creative. His main task: planning and developing product and operation strategies.

In April 1991, Masco Industries consolidated Creative Industries, a design and engineering group, and C&C Inc., a design, engineering and production services firm for OEM special vehicle programs, which it purchased in 1987.

Sperlich was a Ford vice president in the 1970s. He joined Chrysler in the 1980s, becoming a driving force in development of the company's K-car and minivans, before leaving as president in 1988.

In 1990, he spent spent nine months as chairman and chief executive officer of PHM Corp., a home builder based in Bloomfield Hills, Mich.

— *Al Fleming*

GMAC rolls out Smartbuy plan

DETROIT — General Motors Acceptance Corp. announced an alternative vehicle purchase plan that combines lower monthly payments of leasing with the advantage of vehicle ownership.

GMAC's Smartbuy program debuted April 24 and is similar to Gold Key Plus, a program introduced by Chrysler Corp. last fall.

At the beginning of the Smartbuy contract, the company establishes the end-of-contract residual value of the vehicle. The down payment varies on an individual basis. At the end of the contract the consumer can choose to keep the vehicle by making the pre-established residual payment, or refinance it at the same monthly amount.

With 30-day written notice to GMAC, the consumer may turn the vehicle over to the dealer and pay a $250 disposal fee plus charges for excess mileage or wear and use.

Chrysler's program is similar except that a down payment of at least 5 percent is required and its specifies that the vehicle be returned in good condition. Also, under Chrysler's plan, the customer is billed 8 cents a mile for every mile over 15,000 a year.

GM sued for discrimination

WASHINGTON — The U.S. Equal Employment Opportunity Commission filed suit against General Motors in Chicago last week, charging that the automaker's dispute resolution policy discriminates against salaried workers.

The suit stems from a case in which Irvin Talbert, a salaried worker at GM's Electro-Motive Division in LaGrange, Ill., filed an age and race discrimination charge with the commission. He then sent a letter to GM's personnel department protesting his treatment by the company. The personnel department wrote back that Talbert could not use GM's Open Door Policy for resolving disputes because he had already filed a complaint with the commission.

The commission said its suit is based on a recent federal appeals court ruling in Chicago that makes it illegal for companies to force employees to give up their right to file Equal Employment Opportunity Commission charges if they want to also use in-house dispute resolution procedures.

Chrysler adds van incentive

HIGHLAND PARK, Mich. — Chrysler Corp. last week sweetened the deal on its minivans with consumer discounts on standard and optional equipment.

"Chrysler's First National Minivan Sale," which began April 23, applies to all 1991 and 1992 Chrysler Corp. minivans, except Dodge commercial vans, delivered from dealer stock by June 22 with the factory-installed discounted equipment.

Coupled with rebates already in place, the discounts raise customer savings to $2,100 to $2,600, depending on the region. Minivans carry a customer rebate of $1,000 in California and Hawaii and $500 elsewhere.

Customers may choose one or more of the following equipment discounts: integrated child seat, $100; sunscreen glass, $200; rear air conditioning, $300; Quad Command seats, $300; anti-lock brakes, $300; and leather seats, $500.

Also, 1992 long-wheelbase minivans that dealers order by May 15 and deliver within five working days will be eligible for the equipment discount.

See Page 38 for the incentive watch tables.

briefly

Iacocca's trip tops Bush's

So you thought the trip to Japan was a waste of time, eh? Well, not so, according to **Chrysler Corp.** boss Lee Iacocca. Iacocca has told U.S. Commerce Secretary Barbara Franklin that President George Bush's trip to Tokyo in January has helped the U.S. automaker ink a $1.2 billion deal with its Japanese partner **Mitsubishi Motors Corp.** As previously reported here, Mitsubishi and Chrysler agreed in principal in October 1991 — months before the trip — that Chrysler will supply the powertrains for the next generation **Eagle** Talon, **Dodge** Daytona and Chrysler LeBaron coupe to be built by Mitsubishi at its U.S. plant in Normal, Ill. The agreement was signed in February after Bush's trade mission with the Big 3 auto chiefs in tow. The talks between Chrysler and long-time trading partner Mitsubishi were moving along at a "snail's pace" until the president and Commerce Department became involved, Iacocca told Franklin.

OUCH! — At the headquarters of defunct **Yugo America Inc.,** a sign in the window once trumpeted: "Yugo: Fastest-Selling European Import in U.S. History." But after Yugo shut its doors, some wag crossed out "Selling" and wrote "Disappearing."

NO FORD NOSTALGIA — How good were the "good old days?" For **General Motors** and **Chrysler Corp.,** they were very good indeed. For **Ford Motor Co.,** just so-so. Bob Thatcher of Export, Pa., sent along new-car sales figures for the first seven months of 1941. GM had 48.7 percent of the market, and Chrysler had 24.0 percent. Just a bit better than last year's 35.6 percent for GM and 8.6 percent for Chrysler. Ford hasn't changed much. It had 18.3 percent of 1941 sales and 20.0 percent last year. In 1941, imports were part of "miscellaneous," which accounted for less than one-tenth of 1 percent of the pie. Need the Big 3 be reminded that imported nameplates captured 35.8 percent of last year's new-car sales?

THE WINDIEST — For the record, the Chicago Automobile Trade Association took exception to a reference in *Automotive News* to the recent New York International Automobile Show as the "nation's oldest." The Chicago group cited an old copy of *Motor Age* magazine that dates the first Chicago show in March 1900, a few months before the first New York show the same year. The Greater New York Automobile Dealers Association says it doesn't want to argue, but the New Yorkers still feel their show is the oldest. And the biggest.

THE GREATEST — New York-based megadealer Victor Potamkin gave Muhammad Ali the Potamkin Humanitarian Award last week, honoring Ali for his work with children's groups.

Potamkin: lauds The Champ

The Champ, hobbled by Parkinson's disease that has slurred his speech, didn't address the crowd at the posh Pierre Hotel, but he patiently signed autographs and posed for countless pictures. "I've got to do *something* to keep my name in front of people," joked Potamkin, whose name is in no danger of disappearing. He's modest about his own considerable charity work.

Ford may add Explorer to St. Louis

Workers worry over future of Aerostar

KATHY JACKSON
Staff Reporter

A Ford Motor Co. assembly plant in St. Louis may be retooled to take on added production of the popular Explorer sport-utility for the 1995 model year.

Rainey Crawford, employee relations manager at the St. Louis plant, says a study is being conducted to determine if St. Louis would be a logical site for a second Explorer facility.

"There would have to be modificiations," Crawford says, "and that would take a significant amount of money."

Ford spent $260 million to retool and expand its Louisville, Ky., plant, the sole source of the Explorer since it was introduced in the spring of 1990.

St. Louis is the lone plant for the Ford Aerostar minivan.

John Sherlock, president of UAW Local 325, which represents St. Louis workers, says the plant manager at Louisville, Les Tischler, recently issued a memo to Louisville employees stating that some four-door Explorers would be produced at St. Louis for the 1995 model year.

A phone call to Tischler was returned by Ford spokesman Bert Serre, who would not disclose the contents of the memo.

Sherlock says his members are concerned because Ford Division plans to introduce a new front-wheel-drive minivan for the 1995 model year.

He says the future of the rear-wheel-drive Aerostar is shaky.

"It (the Aerostar) was supposed to end in '91, but here it is '92," Sherlock says.

"I'm very upset with all these rumors going on. I wish the company would tell us something."

Serre says Ford has no plans to eliminate the Aerostar and that the new fwd van will enhance Ford's minivan offerings to three, including the Aerostar and Lincoln-Mercury's Villager, to be introduced this summer.

General Motors kept its rear-wheel-drive minivans when it introduced its fwd minivans in 1990 model year. The rwd Chevrolet Astro and GMC Safari were introduced in 1985.

In calendar 1991, sales of the Astro dropped to 105,808 from 121,168 in 1990; Safari sales decreased from 34,300 in 1990 to 33,600 in 1991.

Sales of the new minivans were down as well.

The Explorer has been one of the hottest selling vehicles in the United States; production is on the rise this year, while production of many other vehicles is down.

Through March 31, Louisville had produced 81,966 Explorers compared to 65,304 during the same period last year.

Explorer sales for the first quarter were up 27.9 percent to 71,149 units.

Aerostar sales through March totaled 36,034, up from 31,576 through last March. AN

Plant floor is fertile soil for ideas

Transplants give new life to the old suggestion box

LINDSAY CHAPPELL
Staff Reporter

GEORGETOWN, Ky. — Leonard Habermehl belongs to an army of thousands who are giving the Japanese transplants a manufacturing edge in North America.

Not because he works harder or faster or better at Toyota Motor Co.'s Kentucky plant than his Big 3 counterparts do. But because he's an idea machine.

Habermehl has generated 200 suggestions so far this year to make Toyota a better manufacturer.

The 34-year-old manual spot welder even carries a small notebook in his shirt pocket, with scribbles on both sides, to keep track of ideas. His most recent one renders aerosal cans non-hazardous so they can be discarded with the normal trash. The company will save $2,500 a month in special hauling fees.

Last year Habermehl was paid $1,332 for his ideas. He also is paid overtime to implement them and is rewarded with plaques, dinners, kudos from top management and other shows of appreciation for his efforts.

Habermehl is not alone.

Last year, Toyota Motor Manufacturing U.S.A. Inc. implemented more than 20,000 employee ideas. That averages more than six per employee. This year's target is 24,000. Eventually, the Georgetown plant hopes to match the levels of its comparable Japanese plants, or about 40,000 a year.

The growth of Japanese transplants has helped stimulate a new tool for competition in the United States: worker creativity.

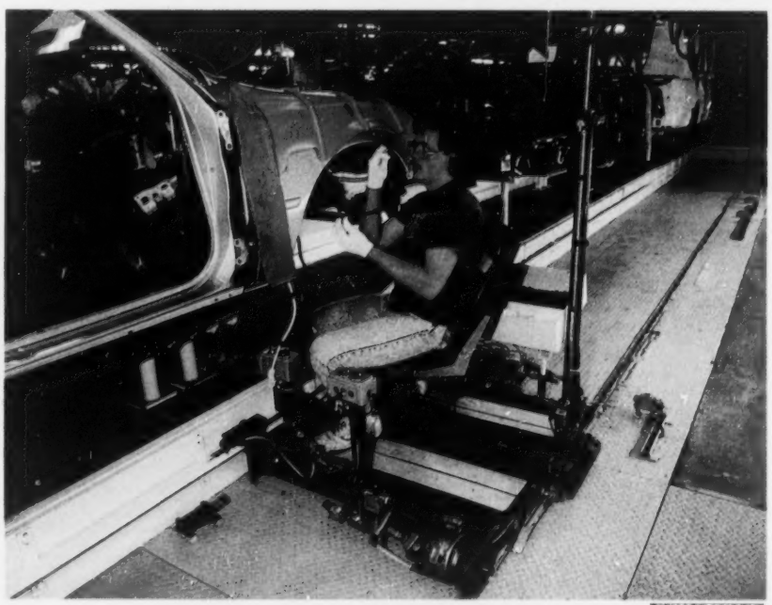
Carmakers estimate that employee suggestions are shaving millions a year from factory overhead costs. The programs are not cheap. Toyota in Japan spends about 1 percent of its total manufacturing costs on suggestion-system rewards.

Plant administrators — echoed by the workers — say the programs have a more subtle function. They involve people in the well-being of the operation, make employees feel responsible for its success and eliminate the classic alienation of an industrial work force.

There are also material paybacks: cash, paid vacations and even new cars.

Whatever the rewards, observers believe the suggestion programs help the largely non-union Japanese transplants keep workers happy enough to avoid the UAW. But UAW-represented plants are chasing employee ideas, too.

The idea of worker creativity is not new. The Big 3 began suggestion programs in the 1940s. General Motors alone calculates it has paid out $925 million in awards for ideas since then. Last year, it paid $72 million for 211,000 suggestions.



RICHARD NUGENT

Johnny Coleman, a worker at Toyota's Georgetown, Ky., plant, rides a chair pirated from a bass boat. A co-worker designed the seat to reduce bending and walking.

> "It's recognition that people want. It's rewarding to have the president of the company come to you and congratulate you in front of all your peers."
>
> **DAWN BURRIS**
> HONDA SUGGESTION PROGRAM FACILITATOR

But the Japanese — particularly Toyota and Honda Motor Co. — are on top in ideas per employee.

Toyota administrators privately worry about keeping up with the deluge of ideas, which range from designs for rough, handmade automated tools to repositioning rubbish bins.

But the company is still a model.

"We've been looking at Toyota," admits James Emanuel, employee suggestion program coordinator for Ford Motor Co. "Our goal is to increase the level of participation by our people. Toyota's doing some things right."

Ford received 15,000 ideas from its North American production workers last year, about one-sixth of a suggestion each.

A Chrysler Corp. spokeswoman said the automaker doesn't track the number of worker suggestions, but estimated the total would be "in the thousands."

GM last year averaged less than one idea per hourly worker.

GUNG-HO WORK FORCES

Some of the imbalance in the transplants' favor may be cultural. Newer organizations with fresh work forces — Toyota's Georgetown plant has been in operation for four years — tend to be more gung-ho on new ideas.

In addition, new plants invite suggestions as the kinks are worked out.

GM has been studying transplant partner CAMI Automotive Inc. in Ingersoll, Ontario, for the past three years. The 50-50 joint venture with Suzuki Motor Co. Ltd. netted an astounding 100,000 suggestions from its 2,200 workers last year — half the number of GM in North America combined.

It might also reflect national culture. While one in 10 workers takes part in the average U.S. company suggestion program each year, the average Japanese system gets a 67 percent response, according to the Japan Human Relations Association. More than half of Japanese firms get more than 90 percent participation.

Ironically, the suggestion system Ford created in the 1940s served as the model for Toyota's own program a decade later. Now the teacher-student roles are reversed. Toyota's Japanese operations have put more than 20 million ideas to work since the 1950s.

The results may also be a response to employer attitude. Honda of America Manufacturing Inc. in Marysville, Ohio, gives out modest awards for worker input — under $5 for most ideas, and generally no more than $100. But Honda's suggestion program has a 42-percent participation rate and yields about 16,000 ideas a year. Three of every four are implemented.

SMALL REWARDS ADD UP

The small returns add up for factory and workers alike. When Honda began its U.S. program in 1985, it promised a new Civic to anyone who accumulated 2,500 points — a long-term goal, considering that few ideas earn more than 13 points. Supervisors, engineers and managers assign points after

see IDEAS, 36

Domestic trucks notch sales gain

LINDSAY CHAPPELL
Staff Reporter

Strong truck sales for Ford Division were a bright spot in mid-April as the industry's daily selling rate for cars and light trucks edged up 8.3 percent over last year's anemic total.

Ford truck deliveries rose 25.5 percent over last year on a daily-rate basis. The division attributed the gain to its full-sized trucks and a redesigned van line.

GMC, Chevrolet and Chrysler Corp. shared in the truck upturn. GMC's daily rate climbed 14.0 percent; Chevrolet's was up 5 percent, and Chrysler's rose an estimated 28.5 percent.

Car and light-truck sales for April 1-10 totaled 329,637, down from 342,425 last year. But the 1992 period had eight selling days, compared to nine in 1991. The daily

see SALES, 37

10-day sales by the numbers ➤ 37

Honda revising management to mirror U.S. setup

RICHARD JOHNSON
Staff Reporter

TOKYO — Honda Motor Co. is expected to further decentralize its worldwide passenger-car operations in June, in effect bringing the rest of the world into step with the way Honda is organized in the United States.

Under a proposed new global structure widely reported in Japan last week, Honda will formally designate Los Angeles as the U.S. regional headquarters. That merely confirms the existing set-up, since American Honda Motor Co. Inc. in Torrance, Calif., already functions as a regional headquarters in North America.

A European regional office will reportedly be established in London, and Honda's Tokyo base would oversee Japanese operations. Another headquarters would have responsibility for operations in the world's developing countries. Each of the regional centers would be managed by locally based Honda Motor Co. senior managing directors.

Honda sources say the automaker will separate the domestic market operations from the global oversight function at the Tokyo headquarters.

In America, "I don't think there would be a tremendous change," said a Honda executive.

Honda won't detail the impending changes.

Some analysts speculate that Honda may become more systematic in uniting all its North American operations under a single headquarters, including sales and manufac-

see HONDA, 36

Irimajiri gives clues to exit ➤ 36

GM: Japanese cars aren't as safe

Officials fault protection in crashes, airbag design

JACK KEEBLER
Staff Reporter

Cars built by Japanese makers offer poorer protection in crashes than General Motors cars, say two of GM's top safety experts.

But Toyota Motor Sales U.S.A. Inc. and Nissan North America Inc. deny there has been a safety gap with any of their vehicles.

GM is taking its safety communications campaign on the road. The GM experts — David Viano, principal research scientist and assistant head of the biomedical science department, and Mitchel Scherba, manager of safety and crashworthiness systems — visited *Automotive News* offices in Detroit to get the word out on GM's safety leadership.

A GM spokesman said the company's safety group has visited Chicago and Dallas media and plans to meet with media and others in New York and Toronto.

Viano and Scherba targeted three major areas in which they said Japan has a safety breech:

- Older-model body structures that did not crush well in order to absorb crash impacts. Newer models are better.
- Airbags in many current Japanese models have excessive inflation pressures, high inflation gas temperatures and poorly positioned gas vent holes. These increase the possibility of burns.
- The Japanese makers, unlike the Europeans, have made little effort to share their safety research with the world's automakers in international forums such as SAE papers or on the Medline database.

"The Japanese have not traditionally viewed safety with the same level of social commitment as we have," said Viano. "Our commitment goes beyond the regulations."

Two of Japan's largest vehicle makers took strong exception to Viano's statement and GM's perception of their vehicle safety.

"Our safety is world class," said John Shook, a Toyota spokesman.

"To say it's not is purely subjective," Shook said. "And I'm sure there is FARS (Fatal Accident Reporting System) and other crash data that would verify that. Of course, 20 years ago, it might have been a different story."

The response from Nissan was just as strong.

"Mr. Viano is entitled to his opinion," said Fred Standish, a spokesman for Nissan North America Inc. "But we believe that it is unfounded and unsupported. "We are very proud of the safety design and performance of our cars. But don't take our word for it. Just look at government tests and field results like NHTSA

see SAFETY, 18

Court kills GM's veto in transfer of franchise

HELEN KAHN
Senior Correspondent

A Florida appeals court has told General Motors it no longer has veto power over potential buyers of its dealerships because its franchise agreement conflicts with state law.

The case involves the "right of first refusal" provision in the GM franchise agreement. The provision allows a manufacturer to reject a proposed buyer of a dealership and, when state law permits, to purchase the dealership if a suitable buyer cannot be found.

The provision applies only to transfer of the franchise; it does not affect the sale of other assets such as land.

A three-judge appellate panel said the provision is void because it "collides with the legislative mandate" of the Florida Motor Vehicle Dealer Franchise Law. The ruling applies not only to GM, but to other companies with such provisions in their franchise contracts.

The ruling won't be final until April 30, the last date for GM to file a petition for rehearing before the full Court of Appeals for the First District of Florida.

The ruling stems from an agreement between Ace Golden Oldsmobile and Bayview Buick-GMC, both in New Port Richy.

After Ace agreed to transfer the entire assets of the dealership to Bayview or its assignee in May 1991, Ace notified GM of the pending transfer as required by state franchise law.

That law requires the manufacturer to inform the dealer of approval or give reasons for questioning the transfer. It allows manufacturers to file complaints with the state Department of Safety and Highway Vehicles if they object to the buyer as unqualified.

But GM did not do any of those things. Instead, it exercised its right of first refusal and rejected the sale. GM cannot offer to purchase the dealership because Florida law does not allow automakers to own dealerships except under unusual, temporary conditions.

Bayview then sued both Ace and General Motors and lost. But when Bayview appealed, the three appellate judges reversed the lower court.

They said that the provisions of the state franchise law are "unambiguous" and if they are not followed, the transfer occurs automatically.

Further, the judges said, the franchise law limits the freedom of the automaker to reject a buyer. So long as the buyer is of good moral character and has met the "written, reasonable and uniformly applied standards" relating to business experience, the law says he should be approved.

In this case, since Bayview is already a GM dealership, the judges said its qualifications are "presumptively acceptable."

The attorney for Bayview, Daniel Myers of Myers and Forehand in Tallahassee, said the ruling protects car dealers.

Myers said for the last 18 months, GM has tried to re-mold its dealer body. If the right of first refusal is not curbed, Myers believes GM and other makers eventually could control the market by dictating franchise dualing.

Product-rich Mazda eyes 500,000 mark

ARLENA SAWYERS
Staff Reporter

DETROIT — Mazda Motor of America Inc. believes it moved closer to its goal of selling 500,000 vehicles annually in the United States with the introduction of the redesigned 626 and MX-6 lines.

"Our long-term objectives have not changed. We didn't launch five new cars to stay where we are," said Clark Vitulli, Mazda senior vice president, at a press preview last week. "We launched them to grow."

The 1993 626 mid-sized sedan and MX-6 sport coupe are already trickling into dealer showrooms, Yitulli said. They are the last of five new vehicles introduced by Mazda in the past nine months. The others are the 1992 MX-3 and 929 and the 1993 RX-7.

Mazda sold 343,612 vehicles in the United States during the 1991 calendar year, of which 90,759 were MX-6 and 626 models. Vitulli said he expects to sell about the same number of those cars this year and "would like to see that grow to 100,000" next year.

Vitulli said Mazda expects to reach its 500,000 sales goal in the 1990s.

He said the MX-6 and 626 contain 75 percent domestic content and are expected to qualify as domestic under EPA guidelines. They are assembled at Mazda's Flat Rock, Mich., plant.

The typical 626 buyer is 37, married, has a household income of $60,000 and is just as likely to be male as female, said Jan Thompson, vice president of marketing.

The 626 is positioned to go head-to-head with the Toyota Camry and Honda Accord, she said.

The average MX-6 buyer is 38, single, has a household income of $55,000 and is looking for value more than price, with a little style, fun and prestige, too, Thompson said.

The MX-6's main competitors are the Honda Prelude, Toyota Celica and Nissan 240SX.

The ad campaigns for the MX-6 and 626 break May 18 and June 15 on network TV. Print ads will appear in 100 publications.

In addition to the TV and print campaign, Mazda has a sports marketing agenda that includes sponsorship of golf, tennis and marathons.

To make the vehicles more attractive financially, Mazda will offer consumer leasing programs.

Vitulli said Mazda is focusing 100 percent of it marketing budget on the five new vehicles.

While he would not reveal the marketing budget for the launches, he said the company did not increase its budget over last year.

JOE WILSSENS/AUTOMOTIVE NEWS

Marketing chief Jan Thompson wants distinct MX-6 and 626 personalities.

626 positioned as serious rival in its segment

KRISTINE STIVEN BREESE
Staff Reporter

SAN DIEGO — With its redesigned 626 sedan, Mazda Motor of America Inc. will have a serious entry in the sizable mid-sized segment dominated by the Honda Accord, Ford Taurus and Toyota Camry.

But Mazda's lower profile, combined with capacity constraints at its U.S. plant, will keep sales well below Honda, Ford and Toyota.

INTRO-'93

Still, Mazda hopes the redesigned model's styling, which mimics its top-of-the-line 929, and boosted performance will help the 1993 626 compete in a way that the former model never did.

Capacity at the Flat Rock, Mich., plant is limited to 240,000 units. Half of production likely will go to the 626 and the MX-6 coupe; the Ford Probe will have the balance.

Mazda says it can tinker with the ratio of 626 and MX-6 models produced at the plant; it anticipates nearly 70,000 sales of the 626 this year. In 1991, Mazda sold 68,369 units. But unlike last year, the company will source the cars only from Michigan. None will be shipped from Japan.

Mazda designers set out to "redefine the sedan," according to Kenichi Fukunaga, general manager of the development coordination department at Mazda Motor Corp. Fukunaga said Mazda wants to focus more on performance and style rather than simply function as with most family sedans.

MAZDA 626 FOR 1993

Model	Wheelbase (inches)	Length (inches)	Width (inches)	Height (inches)	Curb Weight (pounds)	Base engine	Drive type	Body styles
626	102.8	184.4	68.9	55.1	2,626	2.0L, I-4	fwd	4-dr.

The 626's dimensions are smaller than that of the Accord and Camry.

Two new engines are offered: a 2.0-liter, 16-valve dual-overhead-cam four-cylinder and a 2.5-liter, 24-valve dohc V-6.

Mazda opted for the V-6 for the high-trim 626 and dropped the turbocharged four-cylinder offered in the old model. Mazda says it made the change to boost driving smoothness and eliminate the drastic torque steer with turbo.

The V-6, which is shared by the high-end MX-6, produces 164 horsepower at 5,600 rpm and 160 pounds-feet of torque at 4,800 rpm. The 626's standard four-cylinder engine delivers 118 hp at 5,500 rpm and 127 pounds-feet of torque at 4,500 rpm.

By comparison, the base Accord sedan has a 125-hp four-cylinder engine, while the top-of-the-line has a 140-hp four-cylinder; there is no V-6 option. The standard Ford Taurus sedan carries a 140-hp V-6; a larger V-6 is optional. The Camry sedan comes with a 135-hp four-cylinder; a 185-hp V-6 is available.

Mazda is offering a standard driver-side airbag and optional anti-lock brakes on the DX, LX and the V-6 powered ES.

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Paccar to build mid-range in Canada

JOSEPH BOHN
Truck Editor

SAN FRANCISCO — Paccar Inc. plans to stop importing medium-duty low-cab-foward trucks from Brazil and begin assembling them in North America this summer.

Paccar, the parent company of Peterbilt Motors Co. and Kenworth Truck Co., also plans to come out with a new line of conventional medium duties in the second half of the 1990s.

That would fuel a war in what has been a market fairly evenly divided among Ford Motor Co., General Motors and Navistar International Corp.

Peterbilt and Kenworth dealers will receive their first shipments of Paccar's new Mid-Liner in August, David Hovind, president of Paccar, confirmed during the American Truck Dealers Convention.

Hovind said the company will bring in Brazilian-built Volkswagen cabs and assemble the trucks in Montreal using its own chassis and North American vendors.

Paccar has been importing Class 6 and 7 Mid-Rangers from Autolatina in Brazil since 1986. Inflation and labor problems no longer make this cost efficient.

Hovind did little more than confirm the project. But George Rafferty, chairman of the American Truck Dealers' 29th annual convention and president of Chicago Kenworth in Markham, Ill., said the new Mid-Rangers would be chiefly Class 7 vehicles with some specification provisions for Class 6 use.

The Peterbilt 227 medium-duty model is imported from Autolatina in Brazil.

The cabs will be mostly shells, with Kenworth and Peterbilt providing the interior trim and all the accessory installations. The chassis will be Paccar's.

The vehicles also will have more North American content. Suppliers include Cummins for B- and C-series engines, Ford Motor Co. for the transmission and Eaton Corp. for the axles, Rafferty said.

At first, Paccar will purchase the same cab it has been using, but it plans to create its own cab, Rafferty said.

He applauded the move, saying it would improve delivery times and quality, as well as making the vehicles more cost-efficient.

"Up to now they, in effect, have been dictating the specifications and buying a purchased vehicle. Now, they can build their own to their own specifications and under their quality standards," Rafferty said.

The fact that Paccar is building the vehicle rather than buying a joint venture product is also good news for Kenworth and Peterbilt dealers looking for greater product exclusivity.

Autolatina is a joint venture between Volkswagen do Brasil and Ford do Brasil.

The low-cab-forward segment of the medium-duty market has been dominated by Japanese makers.

Ford, which began assembling the Cargo in Louisville, Ky., last year, is the only domestic producer and accounts for about 15 percent of the medium-duty market.

Conventional medium-duty GMC/Chevrolet, Ford and Navistar models account for the balance.

Freightliner Corp. entered the medium-duty conventional market last year, but hasn't made much of an impact yet with its Business Class line.

Paccar hasn't made a formal announcement about getting into the medium-duty conventional market, but has clearly indicated its desire to do so, according to Kenworth and Peterbilt dealers.

They said that new medium-duty conventionals, slated for the second half of the decade, are in the prototype stage.

They will fuel an outright war in Class 6 and 7, making it as competitive as Class 8, which has seven major players.

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SAFETY

GM claims Japanese lag in protection

continued from PAGE 6

crash reports."

Standish said the National Highway Traffic Safety Administration has published crash data as recently as March 26 that showed Nissan vehicles outperformed GM vehicles in the same weight classes.

GM maintains that Japanese carmakers do not participate fully in discussions on vehicle crashworthiness and passenger safety.

But at least recently, Nissan has attempted to participate more fully in safety forums. In February, Nissan Motor Co. presented two crash-safety papers at the SAE congress in Detroit. One, titled "Numerical Analysis of Vehicle Frontal Crash Phenomena," explained how Nissan uses a supercomputer that simulates full-scale frontal crash tests to do finite-element analysis of body structures.

The other, "An Investigation of Steering Column Collapse Behavior Using Finite Element Analysis," describes a Nissan computer model to predict column behavior as the column slid, bent and tore from its energy-absorbing bracket.

Nissan's Detroit public relations office issued a statement covering the safety-paper publishing question: "We know GM produces a lot of technical papers. Nissan, too, has produced papers. But we prefer to spend time on computers designing better cars."

Viano and Scherba said Japanese makers, including Toyota and Nissan, frequently talk to GM's biomedical science department at the Warren, Mich., Technical Center seeking advice and information on crash safety improvements.

"I used to talk to the Japanese on the telephone," said Viano. "I was helping them until quite recently. But with this 'war' we have going on right now, I've had second thoughts about taking the calls."

Ford Motor Co. and Chrysler Corp. declined official comment on Japanese-vehicle crash safety. A Ford insider said that although Japan-based makers were "slow out of the blocks" on safety, they are catching up fast.

Viano said discussions with the Japanese on crash safety are currently very one-sided.

Shook at Toyota cited two reasons for the general reluctance to participate in safety discussions. The first is a language problem. Engineers at Toyota did not see translating their safety work into English as a "value-added" effort. The second is a fear of legal action by overly aggressive lawyers.

"A little bit of knowledge can sometimes be a dangerous thing," said Shook. "We fear product liability problems."

A Ford spokesman said GM has spent considerably more than other makers in establishing its own biomedical laboratory "with a full-time staff, company doctors and live-animal research." The spokesman said Ford's funded university research is more cost-effective.

The spokesman said the full-time staff also is the reason GM has more published safety papers than other makers. Research funded by Ford is frequently published by the participating universities.

GM's Scherba said two critical factors favored its airbags over Japanese bags:

- GM crash-sensing systems use multiple sensors and have higher sensitivity.
- GM bags have safer deployment because of cooler internal bag temperatures, better positioning of bag vent holes to prevent burns, lower pressures and smoother unfolding.

"I don't want to criticize," said Scherba. "But some of the Asian makers rushed cars to market with airbags. We didn't."

Toyota questions what data GM experts have been examining to support their claims of superior airbag protection.

"On the airbags, we really wonder what was looked at," said Toyota's Shook. "Inflation rates and pressures for our airbags are all tuned for specific models. The inflation rates in these different vehicles are all intentional."

Nissan said its airbags perform according to finely tuned company specifications. Nissan also said it is aware of no complaints concerning either excessive inflation pressures or high gas temperatures that might lead to burns.

SAE SAFETY PUBLICATIONS, BY SOURCE
For 1965-1990

General Motors	221
Ford	75
Chrysler	32
Mercedes-Benz	49
Volvo	31
Peugeot-Renault	73
NHTSA	48
All others	43

Source: General Motors

EXPORTS

GM plans to boost overseas sales

continued from PAGE 3

countries, Lee said. He said the in-house distribution company will keep control over exports to six countries in Central Europe, which he declined to identify.

Lee said Italy, Spain, Norway and Finland probably will get independent distributors. That leaves Germany, Austria, Belgium, Denmark, the Netherlands and Switzerland as the countries to be handled in-house.

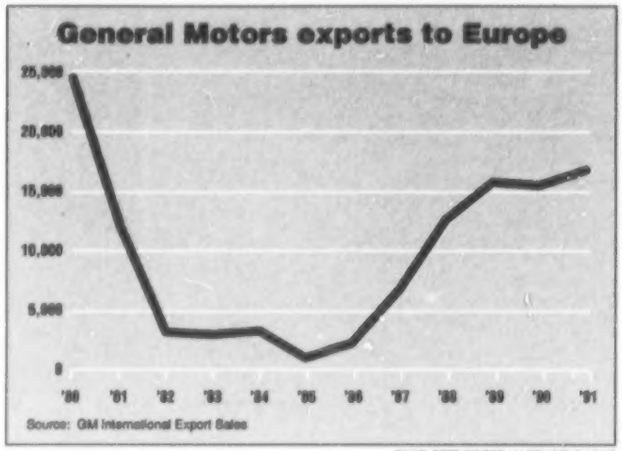
Last year, the Middle East took about half of the GM vehicles exported from the United States. By the mid-1990s, Europe is expected to be the biggest export market with half of GM's volume. Lee said that requires not only a new distribution system but also products geared for the market.

GM wants to homologate all its export vehicles in their North American assembly plants.

GM is studying the markets to decide which of its products might do best and then will work with North American platform organizations to design product attributes that sell overseas, Lee said.

LEADING CANDIDATES

International Export Sales already has identified some top export candidates: the next-generation front-wheel-drive minivans, (see accompanying story below), the Chevrolet S10 Blazer sport-utility, Saturn cars and N-body models (mainly the Pontiac Grand Am).



CHARLOTTE WINTER / AUTOMOTIVE NEWS

Right-hand drive is one of the product attributes that the unit is trying to get, and much depends on availability of capital, Lee said.

Lee said overseas markets that require right-hand drive — mainly Japan, the United Kingdom and Australia — also are key markets for export expansion.

The next-generation minivan, S10 Blazer, N-cars and Saturns are being designed to have right-hand-drive versions for them.

Lee said the Saturn will be the first GM car to offer right-hand drive for export, followed closely by the minivan and the Blazer. Saturn won't have right-hand drive until the vehicles are redesigned, said Donald Hudler, Saturn vice president of sales, service and marketing.

Hudler wouldn't say when that will happen, but the Saturn coupe originally was scheduled for a redesign for the 1994 model year and the sedans the next year.

Right-hand drive will come with redesign of the S10 Blazer in the 1995 model year and the minivan in the 1996 model year.

But a rejuvenated effort in continental Europe, where right-hand drive isn't an issue, is considered the key to the unit's plans. AN

GM designs minivan with Europe in mind

PHIL FRAME
Staff Reporter

Without sales in Europe, some General Motors vehicles might not have a future in North America.

The next-generation GM front-wheel-drive minivan, due in calendar 1995 as a 1996 model, shows how GM's International Export Sales unit is working with North American platform groups to accomplish both international and domestic goals.

GM has had little success in Europe selling the minivan equipped with the 3.8-liter gasoline engine. Sales last year totaled about 5,000.

Richard Lee, executive in charge of International Export Sales, said the minivan needs a smaller gasoline engine and possibly a diesel to make significant volume gains in Europe, where vehicle taxes are based on engine displacement.

The 3.1-liter engine available on base models in the United States wouldn't help because the taxes typically jump at the 3.0-liter level.

In North America, the minivan has done so poorly that GM plans to close the vehicle's assembly plant in North Tarrytown, N.Y., in 1995 and move production of the new minivan to an unnamed plant that will build another product with it.

As a way to justify continuing a minivan, GM is planning for the next generation vehicle to include not just domestic sales but significant sales by International Export Sales and GM's Adam Opel AG subsidiary in Russelsheim, Germany.

A low-end version for Europe will be equipped with a 2.0- to 2.5-liter gasoline engine and possibly a diesel. That vehicle would be badged as the first American-made Opel. Lee said the Quad 4 engine is under consideration, as are some Opel engines. The engine could be built in Europe or the United States.

Lee said that for a more upscale European audience, GM would continue to market Chevrolet and Pontiac versions of the minivan equipped with the 3.8-liter engine. AN

VW

Payment guarantee attracts attention

continued from PAGE 3

year because the company was virtually out of vans and campers in preparation for the arrival of the 1993 EuroVan.

VW dealers sold 201 vans and campers in February-March, down from 834 last year. Car sales, as noted, were down 13.7 percent for the period.

The payment protection plan, Schembri said, is part of a "strategic plan" to help VW launch five new products, including the EuroVan, in the 1992 and 1993 model years.

The new products are the 1992 Corrado SLC, introduced in January; the 1993 EuroVan, to debut in July; the 1993 Passat GLX in late September; and the 1993 Golf and 1993 Jetta later in the fall.

Schembri said the program's success is measured in ways other than just sales numbers.

> The payment plan is part of a strategic plan to help VW launch five new products.

For instance, VW's toll-free consumer information telephone number, which has been in operation for two years, was included in the TV spots for Payment Protection Plus.

The telephone line received about 18,000 calls during the program, about 600 percent more than during its previous peak period.

Also, 80 percent of the calls were from "non-Volkswagen oriented people. People's general awareness toward Volkswagen was renewed," Schembri said.

VW has moved to the next step of its strategy, Schembri said. On April 1, the company broke a 30-second brand-oriented commercial highlighting the 1992 Passat began running on cable TV. AN

Finance manager gets jail term

SACRAMENTO — A finance manager for a Fairfield, Calif., car dealership has been sentenced to three years in federal prison for income tax evasion.

R. Scott McDonald, 42, of Vacaville, earned more than $200,000 in 1986 while working for Woodard Chevrolet but paid no federal income taxes, prosecutors said.

McDonald falsely claimed roughly $175,000 in employee business expenses to avoid paying about $43,000 in federal taxes from 1984 through 1986, according to the U.S. attorney's office.

He pleaded guilty in January to tax evasion for the 1986 calender year.

U.S. District Judge David Levi ordered McDonald to begin serving his sentence May 26.

Levi also agreed to let prosecutors investigate whether McDonald should have to repay the cost of his defense, which was furnished at taxpayers' expense.

— *The Associated Press*

SALES

Domestic models have good showings

continued from PAGE 4

rate this year was 8.3 percent ahead of 1991.

Domestic models performed best in mid-April. On a daily-rate basis, sales of trucks built in the United States and Canada rose 18.8 percent, and cars jumped 6.9 percent.

Conversely, sales of imported trucks plunged 15.8 percent while imported cars went up 1.0 percent.

The increase in domestic car sales represented an additional 1,218 cars a day. The import hike was 68 cars a day.

The industry sold 41,204 cars and trucks a day during the 10-day period this year, up from 38,047 a day in the same period last year.

Tom Webb, chief economist for the National Automobile Dealers Association, noted that the overall volume was still low on a seasonally adjusted basis.

"We were expecting somewhat more of an improvement," Webb said.

"Most people would tell you that sales continue to be disappointing. We believe the improvement in the economy is out there, but we are still at about the same level of sales we've been at since last October."

A Ford spokesman said the truck gains were due largely due to the new Econoline van, introduced last fall. Sales of Ford's entire van line were up 35 percent over last year. The restyled Flareside F-series pickup also contributed to the advance.

A number of high-volume car lines experienced declines in daily selling rates in mid-April. Buick sales were off 14.9 percent from last year, and Lincoln was down 10.7 percent.

On the other hand, daily selling rates rose 17.6 percent for Cadillac, 14.6 percent for Pontiac and 12.4 percent for Oldsmobile, although volume was about the same as last year. AN

10-DAY CAR AND TRUCK SALES, BY MAKE

	Apr. 11-20, 1992	Apr. 11-20, 1991
ALFA ROMEO (imp. car)*	**92**	**182**
Acura (imp. car)	**2,917**	**3,858**
Domestic car	11,601	11,544
Imported car	3,878	4,802
Honda	**15,479**	**16,346**
AMERICAN HONDA	**18,396**	**20,196**
ASTON MARTIN (imp. car)*	**2**	**2**
BMW (imp. car)*	**1,664**	**1,402**
Domestic car*	2,401	2,584
Imported car*	0	94
Domestic truck*	133	116
Chrysler Division*	**2,534**	**2,794**
Domestic car*	6,762	7,277
Imported car*	808	893
Domestic truck*	15,024	13,154
Imported truck*	142	114
Dodge*	**22,736**	**21,438**
Domestic car*	704	757
Imported car*	365	185
Eagle*	**1,069**	**942**
Domestic truck*	5,804	5,081
Jeep*	**5,884**	**5,881**
Domestic car*	3,933	4,232
Imported car*	464	338
Domestic truck*	5,539	4,849
Plymouth*	**9,936**	**9,419**
Domestic car*	13,800	14,851
Imported car*	1,638	1,509
Domestic truck*	26,499	23,200
Imported truck*	142	114
CHRYSLER CORP.*	**42,878**	**39,673**
Imported car*	340	161
Imported truck*	156	80
DAIHATSU*	**496**	**241**
FERRARI (imp. car)*	**24**	**24**
Domestic car	27,529	25,857
Imported car	755	1,239
Domestic truck	40,459	36,279
Ford Division	**68,743**	**63,375**
Domestic car	3,373	4,251
Lincoln	**3,373**	**4,251**
Domestic car	6,577	8,421
Imported car	2,805	2,674
Mercury	**9,382**	**11,095**
Domestic car	37,479	38,529
Imported car	3,560	3,913
Domestic truck	40,459	36,279
FORD MOTOR CO.	**81,498**	**78,721**
Domestic car	11,938	15,772
Buick	**11,938**	**15,772**
Domestic car	5,010	4,791
Cadillac	**5,010**	**4,791**
Domestic car	26,721	30,907
Imported car	2,106	3,457
Domestic truck	29,152	31,435
Imported truck	107	50
Chevrolet	**58,086**	**65,849**
GMC	**8,566**	**8,398**
Domestic car	11,931	11,942
Domestic truck	664	673
Oldsmobile	**12,595**	**12,615**
Domestic car	12,526	12,293
Imported car	443	954
Domestic truck	787	576
Pontiac	**13,756**	**13,823**
Domestic car	5,152	1,385
Saturn	**5,152**	**1,385**
Domestic car	73,278	77,090
Imported car	2,549	4,411
Domestic truck	39,109	41,082
Imported truck	107	50
GENERAL MOTORS	**115,043**	**122,633**
HYUNDAI*†	**3,064**	**3,682**
Imported car*	270	224
Domestic truck	1,267	1,132
Imported truck*	2,201	2,919
ISUZU*	**3,738**	**4,275**
JAGUAR (imp. car)*	**214**	**311**
LAMBORGHINI (imp. car)*	**4**	**4**
LOTUS (imp. car)*	**8**	**8**
MASERATI (imp. car)*	**6**	**6**
Domestic car	2,112	3,052
Imported car*	5,952	4,505
Domestic truck	183	228
Imported truck*	2,328	3,028
MAZDA*	**10,575**	**10,813**
MERCEDES-BENZ (imp. car)*	**1,735**	**1,570**
Domestic car	2,213	2,349
Imported car*	1,431	1,931
Imported truck*	439	469
MITSUBISHI*	**4,083**	**4,749**
Infiniti	**1,127**	**717**
Domestic car	2,628	3,784
Imported car*	5,458	5,698
Domestic truck	3,314	3,599
Imported truck*	3,842	4,355
Nissan*	**15,242**	**17,436**
NISSAN MOTOR CORP.	**16,369**	**18,153**
PEUGEOT (imp. car)*	**18**	**104**
PORSCHE (imp. car)*	**108**	**160**
RANGE ROVER (imp. truck)*	**82**	**95**
ROLLS/BENTLEY (imp. car)*	**7**	**7**
SAAB (imp. car)*	**937**	**1,128**
STERLING (imp. car)*	**0**	**72**
Domestic car	954	1,007
Imported car*	1,189	2,055
SUBARU*	**2,143**	**3,062**
Imported car	161	121
Imported truck	553	578
SUZUKI*†	**714**	**699**
Lexus (imp. car)	**1,694**	**1,597**
Domestic car	7,341	7,165
Imported car	7,185	9,573
Domestic truck	611	0
Imported truck	4,340	7,177
Toyota	**19,477**	**23,915**
TOYOTA MOTOR SALES	**21,171**	**25,512**
Audi (imp. car)*	**499**	**258**
Imported car*	2,243	2,457
Imported truck*	30	137
Volkswagen*	**2,272**	**2,594**
VWoA*	**2,771**	**2,852**
VOLVO*†	**2,444**	**2,207**
YUGO (imp. car)*	**155**	**44**
Domestic car	**151,406**	**159,371**
Imported car	**52,576**	**58,532**
TOTAL CAR	**203,976**	**217,903**
Domestic truck	**111,442**	**105,528**
Imported truck	**14,220**	**18,983**
TOTAL TRUCK	**125,662**	**124,523**
TOTAL CAR & TRK	**329,638**	**342,426**

*Estimated †Breakdown of North American built and imported car sales not available.
There were 8 selling days in the period this year and 9 last year.

INCENTIVE WATCH— DEALER INCENTIVES

CONTINUING PROGRAMS

ACURA (1991 models, expires May 1)

Legend sedan	$2,500
Legend coupe	$3,000

AUDI (1991 models, no expiration date)

Audi 100 and 200	$1,500
Audi 90	$1,000

Rebates apply to models purchased by dealer from Audi of America port stocks.

BMW (no expiration date)

750iL (1991)	$10,000

CHEVROLET (expires May 4 on 1991 models, June 4 on 1992 models)

Corvette ZR-1	$2,000
Other Corvette	$1,000

CHRYSLER CORP. (1991-92 models; expires June 30)

Chrysler Imperial, New Yorker Fifth Avenue and Salon	$1,000-2,000, based on number sold
Dodge Dynasty	$1,000-2,000, based on number sold
Stealth	0-$1,000, based on number sold
Jeep Cherokee	$750

HONDA

Accord, Prelude (1991, no expiration date)	$500

ISUZU (expires June 30)

Impulse (1990-91)	$2,500
Impulse (1992)	$1,500
Impulse (1990-92, California and Southwest region)	$2,500
Stylus (1991)	$800-1,100
Stylus (1992)	$600-800
Stylus (1991, Calif.)	$800-2,000
Pickup (1990-92)	$500-1,500, based on number sold
Rodeo (1990-92)	$500-1,250, based on number sold
Trooper (1990-91)	$750

Dealer has the option of sharing rebate with buyer.

LOTUS (1991, no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MITSUBISHI (1990-92 models, expires April 30. This is the range of regional programs. Some rebates are based on number sold or performance against quota.)

Mirage, Galant, Pickup	0-$1,500
Eclipse (national)	$750-1,750

NISSAN (expires May 4)

240SX (1991)	$1,000
Stanza (1992)	$1,000
Maxima GXE (1992)	$800
Sentra (1992)	$500
King Cab pickup (1992)	$1,000
Other pickups (1992)	$1,300

PEUGEOT (no expiration date)

405	$5,000
505	$6,000

PONTIAC (expires June 4 for 1992 models, May 4 for 1991 models)

LeMans	$1,000

PORSCHE (1991 models, no expiration date. To qualify for the following rebates, dealers had to buy two cars from port stock by Jan. 17.)

911 Carrera 2, 928	$9,500
911 Carrera 4	$13,500
911 Turbo	$14,000

SUBARU (expires June 2)

Legacy (1991)	$1,000
Legacy (1992) LS, LSi Sport Sedan	$500 or $1,500, depending on invoice date
All other	$1,000 or $1,500, depending on invoice date

SUZUKI (expires Aug. 3)

Swift (1992)	$400-700
Sidekick (1992)	$700-1,500
Swift (1991)	$700-1,000
Sidekick (1991)	$500-1,000

TOYOTA (expires June 2; 1991-92 models unless otherwise noted)

Corolla (1992)	$700-1,200, quota
Tercel	0-$500, quota
Pickups (non-base)	$400-1,000, quota
Pickups (base)	$700-1,300, quota

VOLKSWAGEN (no expiration date)

Passat (1991)	$1,500
Jetta, Fox, Golf (1991)	$500
All 1990 cars	$500-1,500
Cabriolet (1991, expires March 31)	$2,000

VOLVO (1992 models; expires May 31)

240-GL, 940-GL	$1,000

Though Toyota will drop one shift, the decision is not expected to impact U.S. plans to introduce a Lexus model based on the Aristo.

Toyota feels squeeze, drops shift

RICHARD JOHNSON
Staff Reporter

TOKYO — Toyota Motor Corp. will eliminate an entire production shift next month for the first time since 1987, when the Japanese economy was being hammered by a rapidly appreciating yen.

The cut will affect production of Toyota's new Crown Majesta and Aristo luxury models. It will not impact plans to introduce the Aristo as a Lexus model in the United States during the 1993 model year, company insiders say.

Toyota President Shoichiro Toyoda said two-shift operations on one assembly line at the Tahara plant in Aichi Prefecture — producing Crown Majesta and Aristo — will be replaced by a single shift after the Golden Week holidays in early May.

The cutback is attributed to the economic slowdown in Japan, which has hurt sales of the two models. The Crown Majesta and Aristo were launched in the Japanese market last fall and are built on a new, highly automated line.

Crown Majesta sales totaled 18,121 in February and 19,154 in March, while Aristo's numbers were 1,600 in February and 2,412 in March. That compares with original projections last fall of 17,000 Crowns per month and 3,500 Aristos.

But Toyota officials say that February and March sales reflected orders entered during last fall's introduction, and they said orders have since slumped.

Through last week, the Crown-Aristo line was turning out 300 cars per day on double shifts, well under full two-shift capacity of 750 units, or 15,000 cars per month. The company did not specify what the build rate will be under one shift.

The cutbacks will be temporary, although the company did not say how long the second line will be shut down. To facilitate a quick return to double shifts, Toyota will alternate day and night shift operations instead of closing down one line altogether.

The Aristo is due to arrive in the United States as a Lexus model for the 1993 model year, slotting between the LS400 and ES300. Some Japanese analysts speculated last week that the reduction to one line could delay the planned Aristo introduction in the United States. But Toyota insiders say that will not happen.

Dealers are due to be shown the new Lexus in October, and the Aristo will go on sale some time during the 1993 model year.

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.

Expires June 30. Finance rates in lieu of rebates are 0 to 9.9 percent.

1991-92 models

Chrysler Imperial, New Yorker Fifth Avenue	$1,500
N.Y. Salon, LeBaron sedan	$1,000
LeBaron coupe, conv.	$500
Dodge Monaco, Daytona (1991 only)	$1,500
Shadow, Dynasty, Spirit	$1,000
Colt 3-dr. (Northeast)	$700
Daytona (1992), Colt	$500
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon (van and conversion)	$1,000
Dakota	$750
Ram 50	$500
Eagle Premier	$1,500
Talon	$1,000
Summit 3-dr., 4-dr., (Northeast)	$700
Summit	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Acclaim, Sundance, Laser	$1,000
Colt 3-dr., (Northeast)	$700
Colt, Colt Vista	$500
All minivans (Calif., Hawaii)	$1,000
All minivans (elsewhere)	$500

FORD MOTOR CO.

1992 models

Expires June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.

Ford Probe	$1,500
Thunderbird Sport, SC (Calif. only)	$1,500
Taurus SHO	$1,000
Other Taurus, Mustang	$500-1,000
Escort	$500-750
Thunderbird, Tempo, Crown Victoria, Festiva	$500
Ford Bronco, Econoline (RV)	$1,000
Ranger	$750-1,000
Aerostar	$500-1,000
F series	$400
Lincoln (all)	$1,500
Mercury Sable	$500-1,000
Capri	$750
Tracer	$500-750
Topaz, Cougar, Grand Marquis	$500

1991 models

April 1 to June 30. In lieu of rebates, finance rates of 2.9 to 7.9 percent are offered. Some rebates vary by regions.

Ford Thunderbird, Probe	$1,500
Mustang	$1,000-1,500
Festiva	$1,000
Escort	$750
Taurus SHO	$600-1,000
Other Taurus	$400-1,000
Tempo	$400
Ford Bronco, Econoline E150 RV	$1,000
Aerostar	$400-1,000
Ranger, F series, other Econoline	$400
Mercury Capri	$2,000
Sable, Cougar	$1,500
Tracer	$750
Topaz	$400

GENERAL MOTORS

1992 models

Expires June 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.

Buick (based on option package ordered) Riviera	$2,000
Skylark, Century, Regal, LeSabre	$250-1,000
Cadillac (expires June 30) DeVille, Brougham	$1,500
Chevrolet Geo Metro conv. (expires Sept. 23)	$1,000
Other Metro	$500
Geo Storm and Prizm, Lumina	$750
Cavalier, Camaro, Corsica, Beretta, Caprice	$500
S/T Blazer	$,1000
G-Van (upfit; expires April 30)	$1,000
S/T pickup, Lumina APV	$750
Geo Tracker (expires Sept. 23)	$750-1,000
Other G-Van	$500
Astro (expires April 30)	$500
C/K pickup (exclude Crew Cab)	$400
C/K pickup (extended cab, expires April 30)	$400
GMC S15 Jimmy (exc. Typhoon)	$1,000
Sonoma (exc. Syclone)	$750
Sierra (regular cab)	$400
Oldsmobile (regional) Toronado, Silhouette, Bravada	$1,000-2,000
Custom Cruiser	$1,000-1,500
Cutlass Ciera	$1,000
Cutlass Supreme	$750-1,500
Ninety Eight, Eighty Eight	$500-1,250
Pontiac Grand Prix, Trans Sport	$750
Sunbird, Grand Am, Firebird, Bonneville	$500

1991 models

Expires May 4, unless otherwise indicated. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.

Buick (based on option package ordered) Reatta (other rebates same as 1992 models)	$2,000
Chevrolet Same as 1992 models with the following exceptions:	
Geo Metro conv. (expires May 4)	$1,000
Geo Metro Tracker (expires May 4)	$750-1,000
Astro (expires April 30)	$400
GMC Same as 1992	
Oldsmobile (regional) Cutlass Calais (other rebates same as 1992 models)	$700-1,000
Pontiac (same as 1992 models)	

HYUNDAI (expires June 2)

Excel (1991)	$1,200
Excel (1992)	$500-600
Elantra (1992)	$1,000
Scoupe (1991)	$1,000-1,500
Scoupe (1992)	$750
Sonata (1991)	$2,000
Sonata (1992)	$1,500

MITSUBISHI (expires April 30)

Eclipse (1991-92, national) 5.9 to 8.9 percent loans, based on down payment	
Pickups (1990-92, Southwest region)	$1,000
Mirage (1990-92, Southwest region)	$500

SUBARU (expires June 2)

Loyale (1991-92, fwd sedan, awd wagon)	$500

Ford, GM try nationalism approach in regional ads

RAYMOND SERAFIN
Crain News Service

Ford Motor Co. and General Motors are stepping up regional ads and promotions that are aimed at winning back import buyers.

Both companies are trying to capitalize on recent "Buy American" sentiment by appealing to nationalistic feelings while touting product benefits and improved quality.

If successful, the campaigns could show up in other parts of the country.

In New England, Ford launched a $7 million campaign that is aimed at boosting sales of its high-volume Escort and Taurus models. The ads will run through May 11 in Maine, Vermont, New Hampshire, Rhode Island, Massachusetts, northern New York and most of Connecticut.

One key to converting an import buyer is demonstrating that he is "an intelligent purchaser if he drives" a domestic car, said Timothy Kelling, executive vice president and director of the auto division at W.B. Doner & Co. in Southfield, Mich. The agency created the ads.

The campaign includes three regionalized ads with personalized direct response cards in three Time Warner publications; 125,000 Taurus videocassettes mailed to Honda and Toyota owners; three test-drive incentives; and spot TV and radio advertising.

Page ads for Taurus, headlined "Now New Englanders have a safe place to put their money," ran in regional pages of *Time, People* and *Sports Illustrated*. Attached was a personalized card offering a free cellular phone or compact discs in return for a test drive in a new Taurus.

TV spots use the theme, "Ford makes it smart to buy American," focusing on safety, quality, styling and the Escort's pricing.

A second promotion, touted in TV spots, offered $100 to anyone who bought a Honda or Toyota after test driving an Escort or Taurus.

The third promotion is included in the video packaging, offering three videos for test driving a Taurus.

In the Washington area, GM dealers began a $1.5 million campaign April 19 that relies on customer testimonials to boost the image of its newest products.

Chevrolet's local agency, Demaine, Vickers & Associates of Alexandria, Va., won the assignment. It works with McCann-Erickson Worldwide, the GM corporate agency, and McCann/SAS, its affiliate that handles GMC Truck.

The four-week effort includes an unusual test drive program May 1-2 at a mall in suburban Tysons Corner, Va.

The GM effort, themed "The time is right," uses about two dozen 15- and 30-second spots cut from 300 interviews with purchasers, said Ron Vickers, executive vice president at Demaine Vickers.

The 30-second ads consist of a piggybacking of two fifteen-second spots for different brands. In one typical spot, a young mom describes how the standard anti-lock brakes on her Pontiac Grand Am stopped her "just in time" to avoid a crash.

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Bramalea, Ontario	†	
Toledo, Ohio	4/27	
Jeep Cherokee		3,895
Jeep Comanche		60
Jeep Grand Cherokee		1,360
Jeep Wagoneer		20
FORD		
Norfolk, Va.	4/27, /4	3,200
Ford F series		
GENERAL MOTORS		
Arlington, Texas	4/27	*
Buick Roadmaster		
Chevrolet Caprice		
Cadillac Brougham		
Total U.S. truck		**8,535**
Total units lost week of 4/27		**8,535**

†Plant closed for retooling until spring 1992.
*Model changeover
Source: Automotive News Data Center

No thanks, Toyota tells Rolls-Royce

MAURICE GLOVER
Special Correspondent

LONDON — After being rejected by Toyota Motor Corp., Rolls-Royce Motor Cars is likely to remain in the hands of Vickers PLC, the chairman of Vickers said last week.

Vickers has talked with Toyota and other potential buyers, but proposed purchase prices have been far below what Vickers expected, Chairman Sir David Plastow told shareholders.

He made the statement a day after Toyota Motor Corp. President Shoichiro Toyoda disclosed in Tokyo that Toyota has turned down a request from Rolls that Toyota acquire Rolls.

Toyoda cited a "lack of time" to respond to the proposition. He said Rolls "asked Toyota to make a quick decision."

Earlier this year, BMW AG was considered a leading contender to buy a stake in Rolls. Nissan Motor Co. Ltd. also has been the subject of rumors in Japan.

"I can't see the point in Toyota buying a luxury badge," said analyst Stephen Usher of Kleinwort Benson International in Tokyo. "The Japanese haven't played that game."

Last Thursday, Plastow told Vickers shareholders in London: "Our discussions with potential purchasers have ranged far and wide but, so far, the valuations put upon Rolls-Royce do not match the long-term value which we think it has to Vickers."

Rolls-Royce lost £60 million ($106 million) last year, but Plastow stressed that the company is "most definitely not" in permanent decline and has introduced new working practices that are far ahead of changes only now being talked about at other companies.

"These production methods have cut back the cost base, and the break-even volume has been brought down to less than 2,000 cars a year," he added.

Separately, Rolls-Royce's U.S. subsidiary announced it has has cut its field offices from six to four.

Staff Reporter Richard Johnson in Tokyo contributed to this report

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 4/20-4/25/92	Actual 4/13-4/18/92	4/1-4/25/92	Year 1/1-4/25/92	Year 1/1-4/27/91
LeBaron J	1,120	1,227	4,603	16,141	12,490
New Yorker	266	271	748	5,111	2,468
Fifth Avenue	680	726	2,020	9,165	8,089
Imperial	120	74	253	1,488	2,125
Town & Country (trk.)	260	283	1,014	4,074	1,019
Total Chrysler Div.	**2,460**	**2,581**	**8,639**	**35,979**	**26,191**
Sundance	1,100	1,220	4,774	16,680	12,085
Acclaim	1,760	1,590	6,308	24,279	24,149
Voyager (trk.)	1,440	1,511	6,166	28,317	27,424
Voyager (Can. trk.)	2,390	1,886	8,846	44,281	33,737
Total Plymouth	**6,690**	**6,207**	**26,094**	**113,557**	**97,395**
Daytona	200	229	890	3,523	5,054
Shadow	1,900	2,000	7,778	25,152	14,138
Dynasty	1,480	1,409	4,178	23,032	33,206
Spirit	1,000	1,165	4,870	22,464	21,731
Viper	2	6	11	11	0
Monaco (Can.)	0	0	0	0	1,245
Caravan (trk.)	1,860	1,988	7,883	37,152	33,399
Caravan (Can. trk.)	2,980	2,346	11,094	57,843	44,699
Caravan C/V (trk.)	40	65	204	923	1,331
Caravan C/V (Can. trk.)	130	104	477	2,724	10,549
Dakota (trk.)	2,300	2,398	9,641	39,816	22,174
Ram pickup (trk.)	1,100	1,166	4,705	19,485	22,173
Ram wagon (Can. trk.)	440	443	1,740	7,771	6,600
Ram van (Can. trk.)	1,128	1,157	4,426	19,487	11,658
Total Dodge	**14,560**	**14,476**	**57,895**	**259,383**	**227,957**
Premier (Can.)	0	0	0	0	2,333
Cherokee (trk.)	2,800	2,883	11,406	46,201	33,438
Comanche (trk.)	40	41	156	852	1,786
Grand Cherokee (trk.)	1,500	1,246	5,165	13,242	0
Wagoneer (trk.)	0	0	4	325	1,006
Wrangler (Can trk.)	912	1,287	5,013	29,099	16,227
Total Jeep-Eagle	**5,252**	**5,457**	**21,744**	**89,719**	**54,790**
Total U.S. car	**9,622**	**9,917**	**36,433**	**147,046**	**135,535**
Total Can. car	**0**	**0**	**0**	**0**	**3,578**
Total U.S. truck	**11,360**	**11,581**	**46,344**	**198,387**	**143,750**
Total Can. truck	**7,980**	**7,223**	**31,596**	**161,205**	**123,470**
CHRYSLER CORP.	**28,962**	**28,721**	**114,372**	**498,638**	**406,333**
Escort	4,615	4,529	14,313	47,110	59,669
Mustang	2,240	2,245	6,034	25,962	21,863
Tempo	2,250	2,288	9,495	41,181	33,445
Tempo (Can.)	2,696	2,711	10,818	40,149	33,241
Taurus	6,420	6,449	25,175	117,032	97,363
Thunderbird	1,581	2,026	6,982	25,964	23,584
Crown Victoria (Can.)	2,110	2,130	8,151	32,229	29,481
Aerostar (trk.)	3,002	3,220	12,662	57,811	43,605
Bronco (trk.)	561	521	1,470	6,472	3,613
Explorer (trk.)	5,336	5,093	21,021	103,001	88,746
Mazda Navajo (trk.)	124	126	486	1,691	4,491
Econoline (trk.)	3,595	3,539	14,459	61,248	37,937
Heavy (trk.)	832	763	3,157	14,864	11,288
Light truck (trk.)	9,484	8,660	29,130	144,800	80,270
Light truck (Can. trk.)	2,432	2,452	6,726	47,475	26,645
Ranger (trk.)	6,880	6,533	25,064	88,976	75,999
Total Ford Division	**54,158**	**53,285**	**195,143**	**855,965**	**671,248**
Topaz	1,363	1,341	4,994	17,900	14,583
Topaz (Can.)	1,144	1,149	4,630	15,119	9,081
Cougar	1,303	854	4,542	18,469	17,640
Sable	2,355	2,327	9,658	39,411	31,854
Grand Marquis (Can.)	1,802	1,806	7,433	32,752	23,014
Mercury Villager (trk.)	66	54	130	130	0
Nissan Quest (trk.)	28	4	32	32	0
Total Mercury	**8,061**	**7,545**	**31,418**	**123,813**	**96,172**
Continental	317	958	3,070	12,684	18,778
Mark VII	0	0	124	2,375	3,283
Town Car	920	2,402	8,121	37,955	44,158
Total Lincoln	**1,237**	**3,360**	**11,315**	**53,014**	**66,219**
Total L-M Division	**9,298**	**10,905**	**42,732**	**176,827**	**162,391**
Total U.S. car	**23,364**	**25,419**	**92,507**	**386,043**	**366,220**
Total Can. car	**7,752**	**7,796**	**31,032**	**120,249**	**94,817**
Total U.S. truck	**29,980**	**28,523**	**107,611**	**479,025**	**345,949**
Total Can. truck	**2,432**	**2,452**	**6,726**	**47,475**	**26,645**
FORD MOTOR CO.	**63,456**	**64,196**	**237,875**	**1,032,792**	**833,631**
Skylark	808	704	3,288	20,606	34,929
Century	2,483	1,533	6,978	22,418	24,299
Regal (Can.)	2,250	2,230	9,387	27,274	34,813
Riviera	233	233	920	3,863	3,346
Park Avenue	1,238	1,222	4,532	20,372	28,593
LeSabre	3,062	3,064	11,665	46,133	33,432
Roadmaster sedan	0	0	493	15,663	0
Roadmaster wagon	256	257	955	4,411	8,797
Reatta	0	0	0	0	975
Total Buick	**10,350**	**9,243**	**38,217**	**160,740**	**169,184**
Eldorado	807	715	2,990	13,919	5,294
Seville	1,024	980	4,021	16,274	11,199
Brougham	0	0	0	2,170	6,418
DeVille	3,202	3,057	9,192	36,862	42,913
Allante	51	51	204	422	1,011
Total Cadillac	**5,084**	**4,803**	**16,407**	**69,647**	**66,835**
Cavalier	4,576	4,513	17,695	72,699	89,695
Camaro	1,704	1,391	5,418	20,198	12,533
Corsica-Beretta	3,840	3,717	14,859	62,663	70,653
Lumina (Can.)	5,330	5,328	20,403	67,771	60,797
Caprice	1,280	1,245	5,134	31,829	42,331
Corvette	377	387	1,416	5,724	7,618
Astro (trk.)	2,503	2,463	10,468	51,305	29,369
Blazer (trk.)	532	484	1,918	6,853	2,223
Lumina APV (trk.)	1,099	1,120	3,859	13,867	10,272
Mediums (trk.)	78	21	255	1,621	672
P-model (trk.)	440	468	1,769	6,641	5,069
Pickup (trk.)	5,264	5,391	21,504	81,845	74,495
Pickup (Can. trk.)	3,400	2,795	12,496	63,790	41,755
S10 (trk.)	3,698	3,591	14,919	57,149	76,202
S10 Blazer (trk.)	2,485	2,394	9,655	42,328	10,930
Sportsvan (trk.)	0	0	0	11,405	13,158
Sportsvan (Can. trk.)	1,390	1,106	4,856	23,637	14,627
Suburban (trk.)	1,123	1,021	4,088	14,299	7,929
Total Chevrolet	**39,119**	**37,435**	**150,711**	**635,624**	**570,328**
Achieva/Calais	1,940	1,808	7,510	39,451	34,616
Cutlass Ciera	2,834	2,659	9,398	39,069	22,187
Cutlass Ciera (Can.)	0	0	0	0	19,650
Cutlass Supreme	1,890	1,902	6,852	23,241	32,964
Toronado	63	122	437	2,335	2,317
Eighty Eight	1,446	1,448	5,382	26,018	19,330
Custom Cruiser wag.	64	96	323	1,613	3,941
Ninety Eight	942	910	2,863	10,522	25,160
Silhouette (trk.)	244	229	1,122	4,962	5,038
Bravada (trk.)	284	294	960	4,703	7,003
Total Oldsmobile	**9,787**	**9,470**	**34,848**	**151,914**	**172,206**
Sunbird	1,656	1,616	6,502	31,037	39,896
Grand Am	4,868	4,854	18,925	75,151	71,207
Firebird	440	353	1,407	7,227	3,929
Grand Prix	1,912	1,917	6,997	34,048	29,965
Pontiac 6000	0	0	0	0	10,070
Bonneville	2,078	2,106	7,560	32,024	20,940
Trans Sport (trk.)	925	909	3,424	9,402	7,118
Total Pontiac	**11,879**	**11,755**	**44,814**	**188,889**	**183,125**
Yukon-Jimmy (trk.)	145	132	594	2,160	846
Medium (trk.)	507	458	1,992	8,744	1,620
P-model (trk.)	96	30	195	868	1,124
Pickup (trk.)	2,121	2,012	8,308	31,915	36,546
Pickup (Can. trk.)	1,250	1,001	4,825	23,469	16,804
Syclone-Sonoma (trk.)	1,242	1,094	4,205	14,653	18,382
Typhoon-S15 Jimmy (trk.)	751	906	3,409	12,763	3,698
Safari (trk.)	991	1,052	4,443	20,651	11,531
Suburban (trk.)	727	661	2,584	9,185	7,308
Vandura (trk.)	0	0	0	5,803	5,650
Vandura (Can. trk.)	600	526	2,220	12,045	6,699
Total GMC	**8,430**	**7,872**	**32,775**	**142,256**	**118,208**
Total Saturn*	**3,550**	**3,550**	**14,199**	**59,383**	**18,917**
Total U.S. car	**48,644**	**46,412**	**178,113**	**777,345**	**759,475**
Total Can. car	**7,580**	**7,558**	**29,790**	**95,045**	**115,260**
Total U.S. truck	**25,255**	**24,730**	**99,669**	**413,122**	**336,183**
Total Can. truck	**6,640**	**5,428**	**24,397**	**122,941**	**79,885**
GENERAL MOTORS	**88,119**	**84,128**	**331,969**	**1,408,453**	**1,290,803**
Can. car	2,200	1,810	7,585	36,536	41,920
Can. trk.	1,390	1,113	4,719	22,842	18,397
CAMI*	**3,590**	**2,923**	**12,304**	**59,378**	**60,317**
DIAMOND-STAR*	**2,640**	**3,190**	**10,941**	**51,677**	**51,470**
Civic	1,990	1,632	6,661	30,168	30,340
Civic (Can.)	2,190	1,761	7,391	36,892	35,088
Accord	7,970	6,312	25,956	127,165	116,500
Total U.S. car	**9,960**	**7,944**	**32,617**	**157,333**	**146,840**
Total Can. car	**2,190**	**1,761**	**7,391**	**36,892**	**35,088**
HONDA	**12,150**	**9,705**	**40,007**	**194,225**	**181,928**
HYUNDAI Sonata (Can.)	**345**	**286**	**1,030**	**4,927**	**12,316**
MAZDA*	**1,535**	**1,223**	**4,572**	**19,156**	**49,132**
U.S. trk.	1,577	1,181	5,194	21,736	24,940
Can. trk.	165	131	562	2,628	2,537
NAVISTAR	**1,742**	**1,312**	**5,756**	**24,364**	**27,477**
Sentra	2,079	2,071	8,132	44,700	46,366
Pickup (trk.)	2,483	2,468	9,108	44,833	44,963
NISSAN	**4,562**	**4,539**	**17,240**	**89,533**	**91,329**
Geo Prizm	1,500	1,188	5,140	29,512	33,710
Toyota Corolla	2,400	1,971	8,267	38,336	34,389
Toyota Pickup (trk.)	1,200	1,062	4,125	13,307	0
NUMMI	**5,100**	**4,221**	**17,532**	**81,155**	**68,099**
Legacy	1,200	938	4,077	19,199	18,684
Pickup (trk.)	350	289	1,213	7,492	0
Rodeo (trk.)	660	510	2,172	13,100	0
Total U.S. car	**1,200**	**938**	**4,077**	**19,199**	**18,684**
Total U.S. trk.	**1,810**	**799**	**3,386**	**20,592**	**16,560**
SUBARU-ISUZU	**2,210**	**1,737**	**7,463**	**39,791**	**35,244**
Camry	4,700	4,548	16,278	76,479	73,346
Corolla (Can.)	1,400	1,155	4,921	23,914	22,330
TOYOTA	**6,100**	**5,703**	**21,199**	**100,393**	**95,676**
VOLVO 740, 940 (Can.)	**150**	**120**	**474**	**2,316**	**2,878**
AM GENERAL (trk.)	**375**	**300**	**1,275**	**6,000**	**6,850**
MISCELLANEOUS (trk.)**	**2,400**	**1,920**	**8,160**	**38,400**	**45,400**
Total U.S. car	**107,644**	**104,821**	**397,675**	**1,746,826**	**1,715,167**
Total Canada car	**21,617**	**20,466**	**82,222**	**319,879**	**328,187**
Total U.S.-Canada Car	**129,261**	**125,287**	**479,297**	**2,066,705**	**2,043,354**
Total U.S. truck	**75,568**	**72,564**	**284,872**	**1,227,402**	**964,595**
Total Canada truck	**18,607**	**16,347**	**68,000**	**357,091**	**250,934**
Total U.S.-Canada truck	**94,175**	**88,911**	**352,871**	**1,584,493**	**1,215,529**
TOTAL U.S.	**183,212**	**177,385**	**681,947**	**2,974,228**	**2,679,762**
TOTAL CANADA	**40,224**	**36,813**	**150,221**	**676,970**	**579,121**
TOTAL U.S.-CANADA CAR & TRUCK	**223,436**	**214,198**	**832,168**	**3,651,198**	**3,258,883**

*Estimate
†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; Mazda includes MX-6, 626 and Ford Probe.
**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz.
Source: Automotive News Data Center.

Daily rate is close to 56,000

ANNE E. WRIGHT
Chief Statistician

Although all Big 3 plants in the United States and Canada were closed last Monday for the contractual Easter holiday, car and truck production rose 4.3 percent over the prior week, which also was shortened by a holiday.

Last week's estimated daily build of cars and trucks in the two countries was 55,859, an increase of 4.3 percent over the prior week and up 20.5 percent from the corresponding week last year, which had five work days.

U.S. car production was estimated at 107,644 last week, an increase of 2.7 percent over the prior week but off 4.7 percent from the year-ago week.

So far this year, U.S. carmakers have assembled 1,746,826 cars, 1.8 percent ahead of the 1991 tally at this point.

Car production in Canada last week was estimated at 21,617, up 5.6 percent over the prior week but down 2.7 percent from the year-ago week.

Year-to-date, Canada car producers have assembled 319,879 cars, down 2.5 percent from the same period one year-ago.

U.S. truck production was estimated at 75,568 last week, up 4.1 percent over the prior week and down 4.3 percent from the same week one year-ago.

U.S. truckmakers have assembled 1,227,402 vehicles so far this year, up 27.2 percent from the same period one year-ago.

In Canada, estimated truck production last week was 18,607, up 13.8 percent from the prior week and up 5.5 from the year-ago week.

Since the beginning of the year, Canadian producers have built 357,091 trucks, an increase of 42.3 percent over this point last year.

Ford Motor Co. began production of the 1993 Lincoln Mark VIII last Tuesday at the Wixom, Mich., plant. The Lincoln Continental and the Lincoln Town Car are also produced at the plant.

General Motors scheduled overtime last Saturday at the following plants: Oklahoma City; Van Nuys, Calif.; Detroit; Oshawa, Ontario; and Scarborough, Ontario. In addition, the company ran overtime on the Suburban line at Janesville, Wis., and on the postal vehicle line at Moraine, Ohio.

Ford scheduled daily overtime last week at the Atlanta and Chicago car plants and the following truck plants: Kansas City, Mo.; Twin Cities (St. Paul, Minn.); Edison, N.J.; Louisville, Ky.; and the Econoline line at the Lorain, Ohio plant.

Chrysler Corp.'s Jefferson North Assembly Plant (Detroit), worked one shift last Saturday and is scheduled for one nine-hour shift each day this week.

Chrysler's St. Louis truck plant worked two nine-hour shifts last Saturday and is scheduled for three seven-hour shifts each day this week.